

**Census Tract/Block Group:**  
**361191018042**

# **The Wundermans**

## **94 Mercer Avenue**

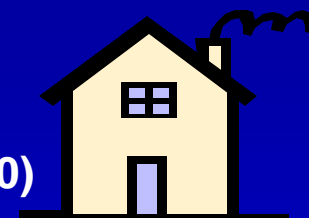
### **Hartsdale, NY 10530**

**Match Code:**  
**10530WNDMMRCO94LYNN**

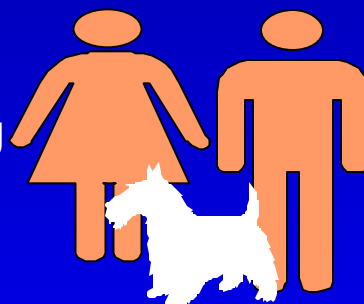
- Multiple Mail Responder
- Multiple Mail Buyer
- Donor Unknown



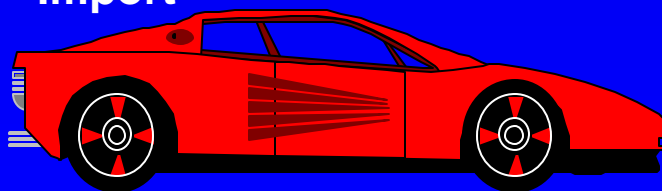
- Single Family / Home-Owner
- LOR: 14-19 Years
- Median Value: \$255,000 (1990)



- HOH 45-54
- Married, No Kids, Dog
- Managerial
- \$100,000 - \$125,000
- SESI Score: Top Decile



- 2 Cars
- Newest: Sporty, Luxury Import



- Athletics
- Fitness
- Domestics
- Good Life
- Cultural
- Technology



# Differences Are More Important Than Similarities

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Geographic



Demographic/Lifestage



Psychographic



Purchase History

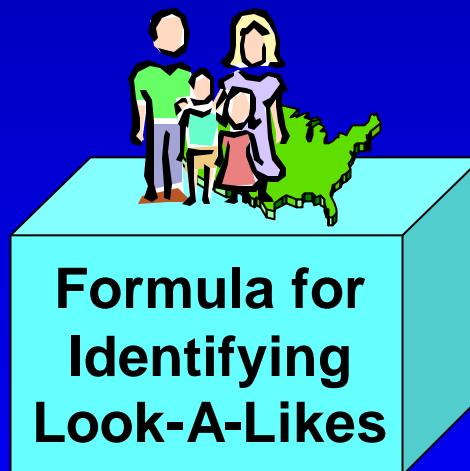
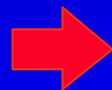


# How Modeling Tools Use Compiled Data to Define Behavioral Targets

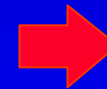
## Application Universe

Target Definition  
High-Value Buyers

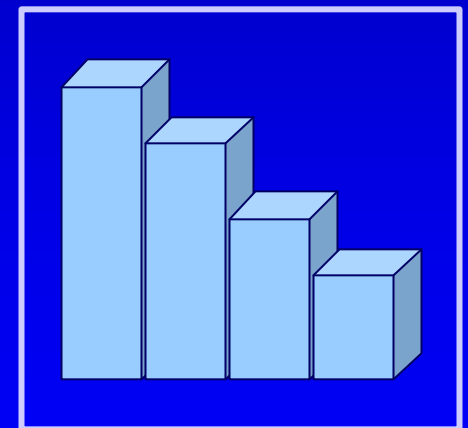
Comparative Universe  
U.S. Population



*Statistically Significant Differences*



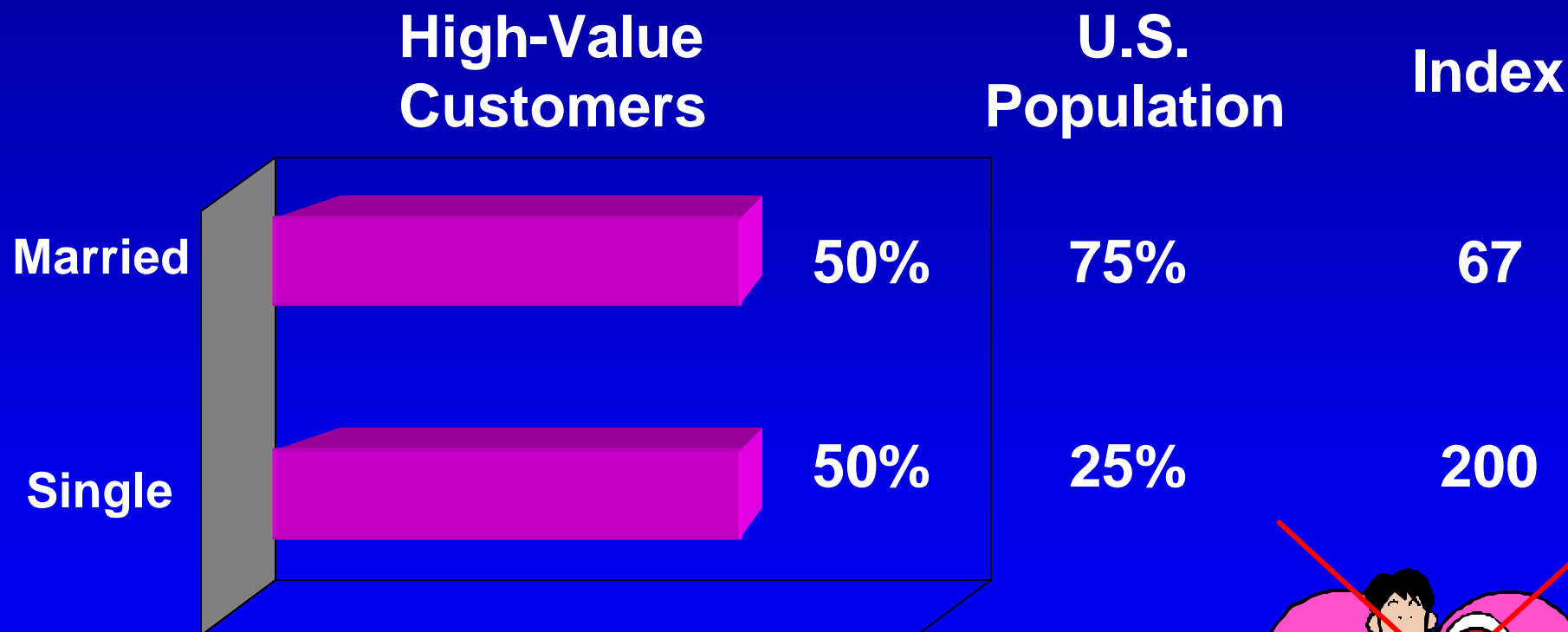
Highest Affinity for Target



Lowest Affinity for Target

# Marital Status of High-Value Customers

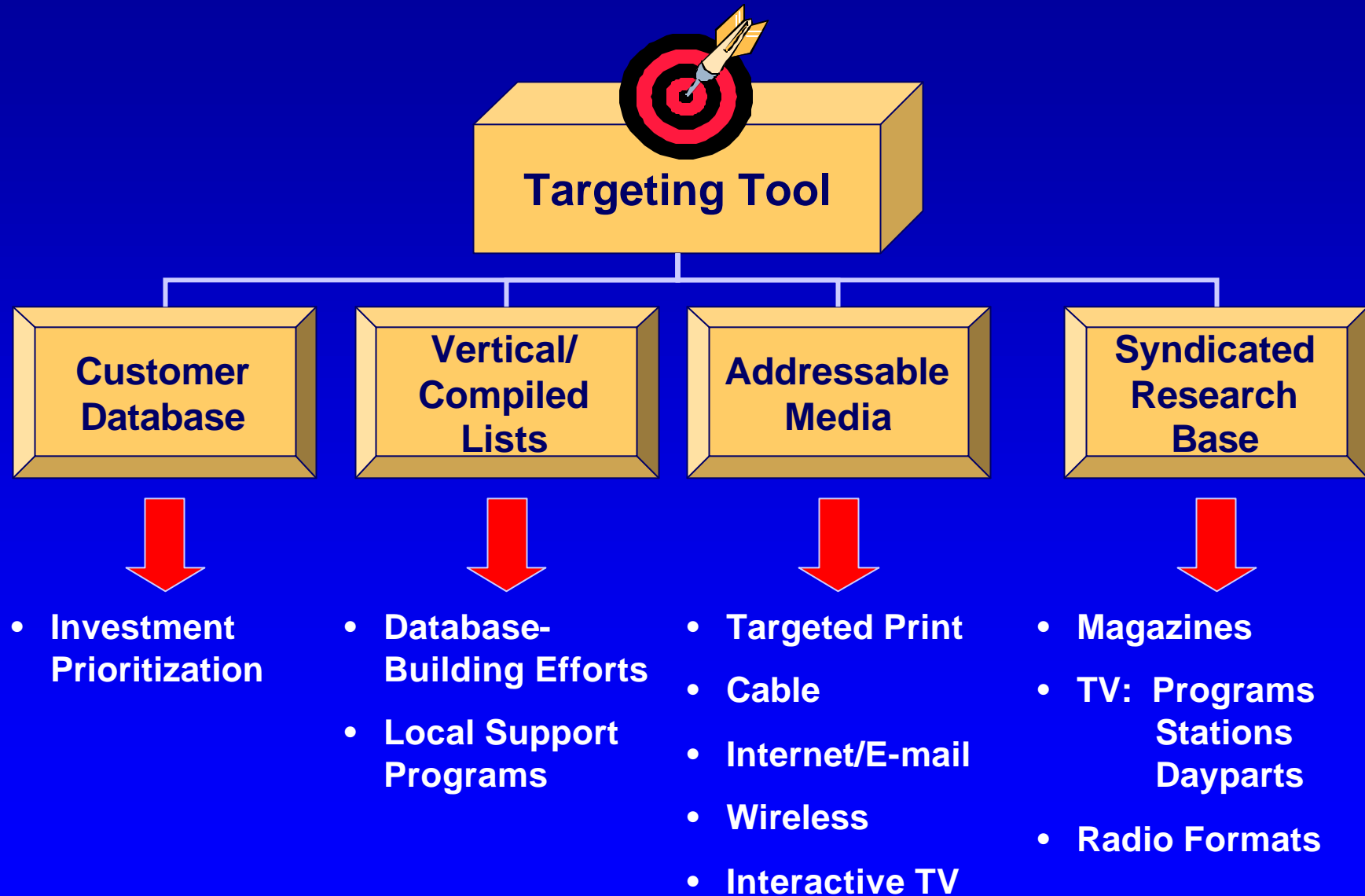
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High-Value buyers are twice as likely to be single compared to the population at large.



# Database Tools Drive Differential Contact & Media Strategies



# Database Tools Are Win-Win for Consumers & Marketers

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**Invest Marketing Dollars  
Smarter.**

**Receive More Relevant  
Offers; Fewer Unwanted  
Ones.**

